

AMENDED IN ASSEMBLY MAY 13, 2010

CALIFORNIA LEGISLATURE—2009—10 REGULAR SESSION

ASSEMBLY BILL

No. 1778

Introduced by Assembly Member Lieu

February 9, 2010

An act to add Chapter 1.7 (commencing with Section 6096) to Division 7 of the Government Code, relating to state promotions.

LEGISLATIVE COUNSEL'S DIGEST

AB 1778, as amended, Lieu. State agency promotions: commercials.

Existing law establishes the California Tourism Marketing Act as a means of funding generic promotion of this state as a tourism destination.

This bill would require any department, commission, office, agency, or other administrative entity of the state that produces, or contracts for the production of, a promotional commercial for the state or a product of the state, and finances that commercial in whole or in part with public funds, to film that commercial in this state. *The bill would except from its provisions agreements to feature or promote California products in a program made by a private entity, as specified.*

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Chapter 1.7 (commencing with Section 6096) is
- 2 added to Division 7 of the Government Code, to read:

CHAPTER 1.7. OFFICIAL PROMOTIONAL COMMERCIALS

6096. (a) Any department, commission, office, agency, or other administrative entity of the state that produces, or contracts for the production of, a promotional commercial for the state or a product of the state, and finances that commercial in whole or in part with public funds, shall require that commercial to be filmed in this state.

(b) *This section does not apply to an agreement between a state entity and a private entity to feature or otherwise promote a California product in a program that is made by a private entity and featuring or promoting the product is not the primary purpose of the program.*